

# **10 STEPS**

## **TO GREAT NEWSSTAND COVERS**

1. **Numbers sell**
  - a. *Tell the reader what and how many*
  - b. *Bigger the number the better*
  - c. *Choose odd #'s over even*
2. **Aim for 6- 9 cover lines**
  - a. *Cover lines should use different fonts and colors to distinguish them*
  - b. *No more than 4 colors per cover*
3. **Your skyline (band above the logo) is extremely important real estate**
  - a. *Use more powerful cover lines in this space*
  - b. *Move font to far left*
  - c. *Use a different color background in this rectangular space*
4. **Skew cover lines to left**
  - a. *Keep in mind that magazines are fanned on the newsstand so a consumer browsing only sees the left quarter of the magazine until they pull it out*
  - b. *Inverted L-shape*
  - c. *Place UPC on bottom right*
5. **Move logo all the way to the left (same reason as #4)**
6. **Use starbursts (look like stickers) to highlight special section(s)**
7. **Tweak cover lines into benefit statements**
  - a. *Live Longer with Power Herbs vs. Power Herbs – the New Coffee*
8. **Make sure cover lines pop, fonts are easy to read from a distance**
  - a. *Wall test – paste on wall and step back 5 feet to critique cover drafts*
9. **Test using page numbers - Consumers like page #'s**
10. **Look for **WOW** factor. You have 2 - 4 seconds to catch a newsstands reader's attention**